

# Nutrition News



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## WIC Coordinators Videoconference

Video conferencing is fast becoming a common method of conducting meetings and trainings. The ability to discuss issues in real time across the state while saving time and money makes the WIC Coordinators bi-monthly video conference an essential part of WIC in Kentucky. These video conferences are designed to provide new program information for the WIC Coordinators, however, others may attend if the agenda addresses their needs.

The WIC Coordinators latest video conference was held July 21, 2010 and many WIC issues, ranging from formula changes to cultural competency to breastfeeding, were discussed.

### Formula Changes

Enfamil and Similac are in the process of changing names and/or package sizes. Please refer to the chart (next page) for a list of changes and comments.

### Pamphlet Library

The WIC office has placed a large order for the following materials:

- My Pyramid
- Iron for Strong Healthy Blood
- Toddler Feeding Guide
- Smoking, Alcohol, and Drugs
- My Pyramid for Kids
- Activity Pyramid (MO and KY)
- KY Prenatal Guides
- My Pyramid in Action: Tips for Pregnant Moms
- My Pyramid in Action: Tips for Breastfeeding Moms
- Food Safety Handouts
- 2009 WIC Cookbook
- Homemade baby food
- Minerals
- Breastfeeding handouts
- October 2010-Sept 2011 Approved Food List

Please wait to order until you have received notification that

these items are available and please carefully consider your caseload and how often the item will be used before ordering. Please limit your orders to 500 of each item or less. Many nutrition education materials are also available for printing from the CHFS website: <http://chfs.ky.gov/dph/mch/ns/Nutrition+Education+Materials.htm>.

### Cultural Competency

Cultural Competency is an ongoing learning experience. Agencies may need policies in place to assist in providing services to those of a different culture. Local agencies may also want to consider providing additional training on cultural competency.

### Documentation

As a reminder, documentation must be in accordance with standards outlined in the PHPR WIC and Medical Record Sections. This includes:

1. Referrals for other services/programs
2. Goal(s)
3. Nutrition Education Per Protocol (NEPP) may be documented when all required counseling is provided.
4. Additional content information provided beyond guidelines.

### Breastfeeding Updates

Three "Train the Trainer" Grow and Glow Conferences were recently held across the state. A simplified training is being developed to be used in the local agencies.

A Breastfeeding Summit was held in Bowling Green on April 21<sup>st</sup> with a follow up held August 11<sup>th</sup>. The goal of these meetings was to assist in the development of a strategic State Breastfeeding Plan that will incorporate many different disciplines and agencies both public and private.

The remaining WIC Coordinators video conferences for 2010 are scheduled for September 9 and November 17.

## Formula Name and Size Changes

| Old Product Name   | New Product Name   | Comments   |
|--|--|--|
| Enfamil Next Step Lipil/ Enfagrow Premium Next Step              | Enfagrow Premium Toddler   | Name change Expected July-Sept 2010, Use same pkg codes  |
| Enfagrow Gentlease Next Step Lipil/ Enfagrow Gentlease Next Step | Enfagrow Gentlease Toddler   | Name change Expected July-Sept 2010, PKG Codes: IPB-U8 IFF-U9 C-U10  |
| Enfamil Next Step Prosobee Lipil/ Enfagrow Soy Next Step         | Enfagrow Soy Toddler   | Name change Expected July-Sept 2010, Use same pkg codes  |
| Enfamil Lipil  | Product Discontinued, issue Enfamil Premium/Enfamil Premium Infant           | Use pkg codes for Enfamil Premium (available in RTF, concentrate and powder)   |
| Enfamil Premium Lipil/Enfamil Premium                            | Enfamil Premium Infant   | Name change Expected Aug. 2010, Use same pkg codes   |
| Enfamil Enfacare Lipil   | Enfamil Enfacare   | Name change Expected Aug. 2010, Use same pkg codes   |
| Enfamil Nutramigen Lipil with Iron                               | Nutramigen   | Powder discontinued in 2009, Use same pkg codes for RTF & Concentrate  |
| Enfamil Nutramigen Lipil Enflora LGG                             | Nutramigen with Enflora LGG  | Available in Powder only, Use same pkg codes   |
| Enfamil Pregestimil Lipil  | Pregestimil  | Use same pkg code  |
| Enfamil Premature Lipil 20 with Iron                             | Enfamil Premature 20 (iron fortified)  | Use same pkg code  |
| Enfamil Premature Lipil 24 with Iron                             | Enfamil Premature 24 (iron fortified)  | Use same pkg code  |
| Enfamil Prosobee Lipil with Iron                                 | Enfamil Prosobee   | Use same pkg code  |
| Similac Advance with Iron  | Product Discontinued summer 2010, issue Similac Advance Early Shield         | Use Pkg codes for Similac Advance Early Shield (Available in RTF, Concentrate & 12.4 oz powder)                          |
| Simlac Advance with Early Shield                                 | see comments for size change   | Available in RTF, Concentrate and Powder, Powder changed from 12.9 oz to 12.4 oz summer 2010, Use same pkg codes         |
| Similac Isomil Advance Soy                                       | Similac Sensitive Isomil Soy   | Available in RTF, Concentrate and Powder, Powder changed from 12.9 oz to 12.4 oz summer 2010, Use same pkg codes         |
| Similac Sensitive  | No name change (For Fussiness and Gas on label)-see comments for size change | Available in RTF, Concentrate and Powder, Powder changed from 12.9 oz to 12.6 oz summer 2010, Use same pkg codes         |
| Similac Sensitive RS   | Similac Sensitive for Spit Up  | Available in RTF and Powder, Powder changed from 12.9 oz to 12.3 oz summer 2010, Use same pkg codes                      |
| Similac Neosure with Iron/Similac Neosure                        | Similac Expert Care Neosure  | (22 calorie formula) Available in RTF and Powder, Powder changed from 12.8 oz to 13.1 oz summer 2010, Use same pkg codes |
| Similac Alimentum/Similac Alimentum DHA & ARA with Iron          | Similac Expert Care Alimentum  | Available in RTF and Powder, No size changes, Use same pkg codes   |
| Similac Special Care DHA & ARA with Iron 24                      | Similac Special Care 24 with Iron  | (24 calorie formula) Available in 2 oz. RTF. Use same pkg codes.   |

# Prebiotics and Probiotics

ELIZABETH FIEHLER, M.S., R.D., L.D.  
PROGRAM COORDINATOR

Pre and probiotics are beneficial to all ages in helping to maintain or restore a healthy balance of bacteria in your digestive tract. The healthy bacteria in the gut defends the body against illness in the following ways.

- Strengthen the barrier of the gut therefore microorganisms cannot attach to it
  - Change the Ph environment of the gut making it harder for pathogens to survive
  - Enhance the immune response of molecules such as immunoglobulin A and T1 helper cells
- Enhance allergy-mediated responses by inhibiting immunoglobulin E antibody production

## What are Prebiotics?

Prebiotics are non-digestible food ingredients that selectively stimulate the growth of good bacteria in the colon. Prebiotics promote optimal GI function by increasing fecal bulk through fermentation and water retention.

Two types of Prebiotics exist. First is FOS which is derived from plants. Second is GOS which is derived from lactose.

Sources of Prebiotics are whole grains, onions, garlic, honey, leeks, fortified foods and beverages, some fruits.

## What are Probiotics?

Probiotics are the living microorganisms of beneficial bacteria. Consumption of probiotics increases the level of healthy bacteria in the GI tract. Probiotics are nonpathogenic bacteria that help to protect the body

from infection by other pathogenic bacteria. In addition, probiotics may also shorten the duration of diarrhea, reduce the symptoms of lactose intolerance, decrease risk of some cancers, help prevent allergy symptoms, and reduce symptoms of irritable bowel disease.

Common strains of probiotics include Lactobacillus and Bifidobacteria families of bacteria. Sources of probiotics include yogurt, other products with live active cultures.

Synbiotics contain a combination of both prebiotics and probiotics.

The American Dietetic Association classifies probiotics as functional foods because they appear to confer benefits beyond nourishment. There are currently no Dietary Reference Intakes (DRI) for pre and probiotics.

Formulas that contain Pre or Probiotics:

- Good Start Gentle Plus and Good Start Gentle Plus 2 contain Prebiotics
- Good Start Protect Plus and Good Start Protect Plus 2 contain Probiotics
- Enfamil Premium and Similac Early Shield contain Prebiotics

Sources:

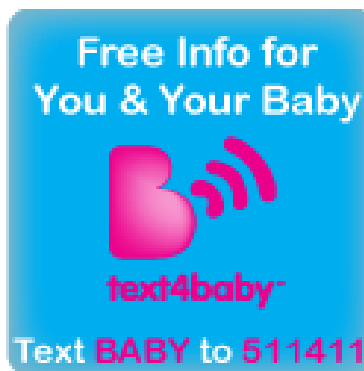
1. American Dietetic Association Complete Food and Nutrition Guide by Roberta Larson Duyff MS, RD, FADA, CFCS
2. Probiotics in Pediatrics By Christen C. Cooper, MS, RD Today's Dietitian January 2010
3. USDA Feeding Guide September 2008

## Text4Baby

Text4baby is an educational program of the National Healthy Mothers, Healthy Babies Coalition and is the first ever free mobile health information service in the U.S.

Women who sign up for text4baby receive free text messages every week that are tailored to their due date or baby's date of birth. The messages focus on a variety of topics including breastfeeding, immunizations, nutrition, and oral health. The messages also direct women to prenatal and infant care services including WIC.

This program has been made possible through a broad public and private partnership including all the major U.S. mobile phone operators to ensure that this service remains free to all subscribers.



To sign up, either send the text message "BABY" to 511411 or visit [text4baby.org](http://text4baby.org). To receive text messages in Spanish, please send the text "BEBE" to 511411.

Help spread the word about text4baby to your clients and patients. For more information, visit [www.text4baby.org](http://www.text4baby.org).

# WIC Vendor Training

Annual training for Kentucky WIC Vendors will be conducted by videoconference through KEN-NECT's Videoconference sites available at most, if not all local agencies. All vendors must attend a session conducted by a Vendor Monitor from the State Agency.

We have three (3) scheduled training sessions. The first session will be primarily for small retailers. The second session will concentrate on larger stores and corporations. The third session will be a make-up for anyone who missed the earlier sessions. The content for each session will be the same, but emphasis may be placed on specific items depending on the group.

## **SMALL RETAILER'S SESSION**

**Tuesday, September 7, 2010**

**Start time: 10:00 a.m. [EST] to 1:00 p.m. [EST]  
[CST] 9:00 a.m.**

## **LARGER/CORPORATE SESSION**

**Wednesday, September 15, 2010**

**Start time: 10:00 a.m. [EST] to 1:00 p.m. [EST]  
[CST] 9:00 a.m.**

## **MAKE-UP SESSION**

**Thursday, September 23, 2010**

**Start time: 1:30 p.m. [EST] to 4:30 p.m. [EST]  
[CST] 12:30 p.m.**



If contracted vendors miss their scheduled training session, they are required to attend one of the other sessions.

Even though store personnel may attend these sessions, the owner of the store or corporate official must sign the Vendor agreement.

Questions may be directed to Joe Wilson at 502-564-3827, extension 3839 or by email at [Joe.Wilson@ky.gov](mailto:Joe.Wilson@ky.gov).

# Best Bones Forever Campaign

The Office on Women's Health needs your help promoting *Best Bones Forever!*, an adolescent bone health campaign to teach girls ages 9-14 and their parents about the importance of calcium, vitamin D, and physical activity for building strong bones. The campaign embraces an issue close to every girl's heart—friendship—and urges girls and their BFFs (best friends forever) to "grow strong together, and stay strong forever."

There are several ways to help promote *Best Bones Forever!*:

- Post information to your agency web site;
- Include information and a link to these web sites [www.bestbonesforever.gov](http://www.bestbonesforever.gov) and [www.bestbonesforever.gov/parents](http://www.bestbonesforever.gov/parents) in your e-newsletters.

Thanks for helping us spread the word! Research shows that nine out of ten girls are not getting the calcium they need, yet childhood and adolescence are

the key windows of opportunity for building strong bones and preventing osteoporosis. With your help, we can reach girls and their parents with important bone health messages!



If you would like more information about *Best Bones Forever!*, please contact Jennifer Wyatt at (502) 564-3827 ext. 4127 or [jenniferl.wyatt@ky.gov](mailto:jenniferl.wyatt@ky.gov).